

## ABSTRACT OF THE DISCLOSURE

Each of display units (40) constituting a display portion (30) of a display device (100) comprises a memory portion which stores display characteristics information (CL) of a light emitting portion, a chromaticity conversion parameter (P) and the like. A chromaticity range determination portion in a display control portion (20) receives the display characteristics information (CL) through a transmission line (20L) and determines a predetermined chromaticity range common to all the display units (40). An operation portion in the display control portion (20) calculates the chromaticity conversion parameter (P) used for achieving the predetermined chromaticity range for each of the display units (40) and transmits the parameter to each of the display units (40) through a transmission line (20L). A chromaticity converter portion in each of the display units (40) converts chromaticity of image data (D) on the basis of the received parameter (P). The display unit (40) displays an image on the basis of the converted image data. The display device (100) can automatically control the chromaticity by display units.

TOSOTOKO-TECH260